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ahp.strategy

Our mission is as simple as it is demanding: we want to drive our customers' success. To this end, since as far back as 1973 we have been developing, engineering and manufacturing high quality hydraulic cylinders that are now in demand all over the world. Our constant striving for perfection over the entire process chain has also made it possible for us to supply products that are always perfectly tailored to our customers' strin-

gent requirements, whether they come from the toolmaking, mould and die making, or machine building industries.

Many of our custom developed cylinders are now regarded as industry standards – standards resulting from a modularly structured product mix policy that offers our customers both cost effective customisation and quick availability. An outstanding achievement that would be

unthinkable without the 120 employees at our headquarters in Gottenheim, Germany. But also an achievement that has allowed us to establish an international presence, with over 15 agencies abroad in Europe, North America and Asia.

What is the basis for our success? As a family run company, we cultivate and believe in values such as continuity,

integrity and sustainability: ideal values that are becoming even more essential, especially in a fast moving world, values which serve as a foundation for the necessary quality – quality that with us knows no compromises.



ahp.principles

The performance and technical standard of today's hydraulic cylinders are inseparably linked with the name AHP Merkle. Since our company's founding we have, with the help of many new ideas, set completely new standards – standards which are used today worldwide in series production. The achievements of yesterday are always an obligation and a motivation for the future: to play an active role in shaping the future by applying all of our strength and passion.

Whoever wants to offer innovations has to know what is really important at the core of the matter. That is why we always direct our thinking and our creative potential towards finding solutions that are optimal for the customer, while also breaking new ground. Our top priority here is to continuously improve the efficiency and cost effectiveness of our products.

Customers who turn to AHP Merkle can count on a product range that is based on a systematic logic and the service that goes with it. This includes in particular our modular system, which provides a wide scope for putting together individual cylinder types, while also allowing the development of new customer specific products. Every day, numerous customers use the comprehensive consulting and development expertise of our staff, who are driven by a single maxim: "100% Quality".





ahp.standards

Our knowledge management, production management and logistics management are perfectly coordinated with each other in all details, and are based on the logic of concentration – which also means the logic of an efficiency that sets new standards for our competitors. Because our primary focus is on our customers' competitiveness, at AHP Merkle we have development, production and warehouse under one roof.

Following this logic, starting in 2010 we have been using a completely newly-designed building located in Gottenheim. In the planning for this new building, our fundamental goal was to make internal distances even

shorter and to optimise the flow of goods. The total of 16,000 metres of network cabling and 45,000 cubic metres of interior space that are now available bring together the ideas and expertise of employees who are highly motivated to work together towards a common goal: our customers' success.

Important for our internal culture as well: at our company there is not just an efficient dialogue between various technical disciplines, but also between generations. It is our experience and also our conviction that proven methods and fresh inspiration belong together: only this will generate the impetus that ultimately leads to trend setting successes.



ahp.consciousness



Our corporate activities are people centered. We work not just for the sake of profits, but also to secure the quality of life of a large number of people and to improve it further whenever possible. Internally, this means that responsibility for our employees plays a central role: thus we train highly qualified, highly sought after skilled workers, and provide extensive opportunities for advanced training to ensure that our employees always remain flexible and able to make decisions.

However, our understanding of the word "responsibility" extends far beyond our direct corporate activities. One example of this is the Renate Merkle Foundation founded in 2002, which implements aid projects for people in disadvantaged regions. In addition, we sponsor and support regional volunteer work and youth programmes. Our commitment thus also benefits the strong shooting feet of developing players at the football school in Freiburg.

Protecting the environment is also a major priority at AHP Merkle. Electricity saving production processes or a CO₂ neutral construction method: our energy management system's climate catalogue is both comprehensive and systematic – we want to make a measurable contribution to ensuring an environment that our children will also be able to feel at home in.





ahp.reliability

Our moral values are shaped by our region, and have won respect internationally: the people in Baden-Württemberg know what they can do, and also what they want to do, and they are proud of it. We will continue in the future to use and appreciate the great opportunities and advantages of Germany as a place to do business: a region located right in the centre of Europe, a location that will become even more of a hotspot for international, economic and cultural interchange.

AHP Merkle's company history is a chronicle of continually growing success, success that has resulted from measured, locally rooted management. Our long-range vision is to build on what we have and to cultivate relation-

ships of trust with our business partners. A tradition that will of course be continued even after the generational change from the founding couple, Gerhard and Renate Merkle, to their son, Christen Merkle.

We greatly appreciate the outstanding relationships we have with our numerous customers in Germany and abroad: we have grown side by side with many of these companies, quite a few of which have since achieved worldwide success. We will continue in the future to pursue a policy in which our customer-oriented approach means above all our own commitment to your corporate objectives, and that is something you can count on.

References.

HAIDLMAIR

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PSA PEUGEOT CITROËN

OCMB
Oeffentliches Kreditinstitut
Baden-Württemberg

Krauss Maffei

DESMA



Siebenbrunn



